

PROGRESS REPORT:

- ★ TORRANCE HERALD CLASSIFIED LINAGE UP 32%, 1st 5 Months 1955
- ★ TORRANCE HERALD DISPLAY ADVERTISING UP 26%, 1st 5 Months 1955
- ★ TORRANCE HERALD CIRCULATION UP to Guaranteed Minimum of 28,600

THE TORRANCE HERALD HAS BY FAR THE GREATEST CIRCULATION IN THIS REGION

The Torrance Herald is delivered to virtually every home in the city of Torrance proper including North Torrance, Waverly, Seaside and Hollywood Riviera, plus El Nido, Keystone, Lomita

and Harbor City. It is the only local paper with complete coverage of Hollywood Riviera, Lomita, Harbor City and the area north of 174th Street to Redondo Beach Boulevard.

No Other Newspaper Comes Close!

Audit Bureau of Circulation records reveal the leading metropolitan Los Angeles newspaper to have only 25% of The Torrance Herald' circulation in this area, and that the combined circulation of all Los Angeles daily newspapers in this same area is less than 75%. Despite fantastic circulation claims and willful misrepresentation, no other local paper comes close to matching Herald circulation figures. Carrier-delivered by 8 a.m. consistently to all of Torrance and surrounding area, The Herald is the only Torrance publication able to substantiate its circulation. No Torrance publication—except The Herald—can supply source of printing records, newspaper tonnage usage, etc., to verify circulation claims during the first five months of 1955.

When You Buy Advertising . . . Buy the TRUTH . . . Buy AUTHENTICATED CIRCULATION

Place Your Ad in THE TORRANCE HERALD

FIRST . . . In Circulation . . . In Readership . . . In Advertising

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